

**REMARKS**

Reconsideration of this application is respectfully requested. The above amendments to claims 1, 3, 4, 5, 11, 13, 15 and 16 are supported by the specification as filed, for example at: paragraphs 0024 and 0042, and Figures 3A and 6. No new matter is added.

The claims have been amended to recite that matching keys or personalization data are selectively broadcast to one or more of the receivers via the broadcast stream. Marsh (U.S. Patent 7,080,039) fails to describe such a scheme. Instead, Marsh discusses a system which makes use of physical smart cards, distributed in some fashion to various households (col. 15, ll. 9-11), to decode broadcast streams. The encryption keys and household identifier described by Marsh, based on which content is associated with which household, reside on this physical smart card. Marsh Abstract. The Examiner admits same in the Office Action at p. 2: "the user must have a matching key to decrypt the content . . . each individual has his/her own smart card to decrypt the content which comprised keys only available to assigned viewer". Neither the physical smart cards nor the keys or the household identifiers in the system discussed by Marsh are selectively broadcast to receivers via the broadcast stream.

At least for these reasons, the present claims are patentable over Marsh. If there are any additional fees due in connection with this communication, please charge our deposit account no. 19-3140.

Respectfully submitted,  
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